



Traceability system applications

The role of traceability in eco-labeling

Geir Myrold

Head of Nordic region

tracetracker[®]

A decorative graphic on the left side of the slide. It features a vertical white line. To the left of this line, there are several black footprints of varying sizes, arranged in a descending staircase pattern from top-left to bottom-left. To the right of the white line, there are more black footprints, some of which are partially cut off by the edge of the slide. The background of the slide is a solid dark blue color.

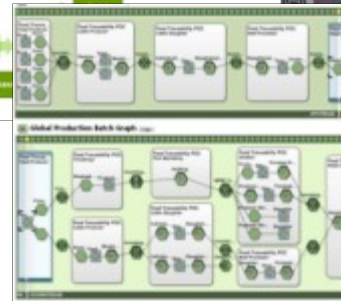
Topics:

- Traceability systems
- Facilitating eco-labeling
- Applications / use cases

TraceTracker

Profitability through traceability

- Innovative software solutions and services based on full-chain traceability.

A screenshot of the TraceTracker software interface showing a detailed report. The report is titled 'Global Production Batch & Graph' and displays a table of data. The table has columns for 'Product', 'Batch', 'Date', 'Status', and 'Quantity'. The data is organized into rows, with each row representing a specific product batch and its associated information.

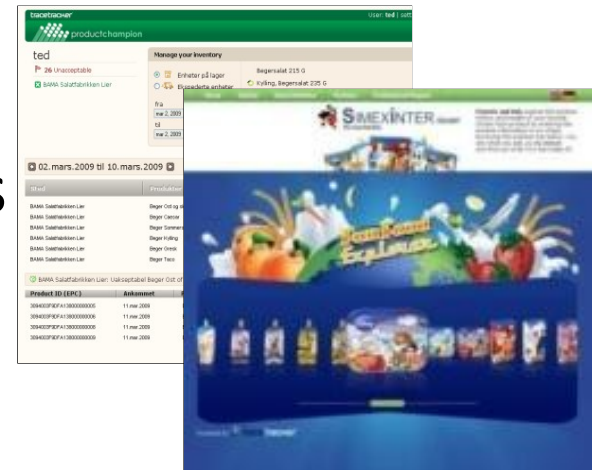
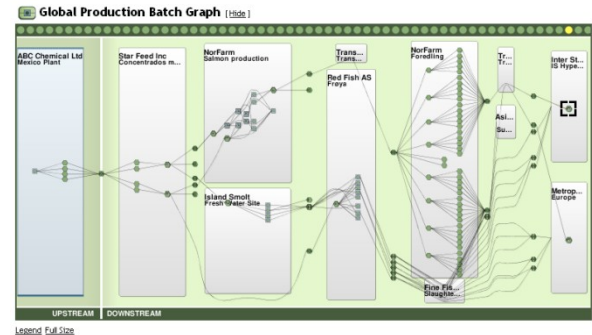
TraceTracker traceability

GTNet Platform

Aggregates product data from multiple sources along a value chain to create a complete product history.

Applications

Leverage traceability data to engage customers, meet business needs: regulation compliance, supply chain monitoring.



How traceability systems can facilitate eco-labeling

- **Build trust and transparency.** Give customers access to more information, beyond the label.
- **Enable finer granularity** for certification and audits.
- **Provide quantitative criteria for labeling,** using data from the entire supply chain.

Build trust and transparency

- Empower consumers with specific product information available through mobiles, in-store kiosks or the internet.
- Reveal evidence that supports certification.
 - Supply chain charts
 - Map of ingredient sources
 - Quality data:
 - Lab results, test results
 - Documentation



Desired granularity = item level

Even though certification takes place at the higher levels, tracking individual product items reinforces accountability of players and streamlines investigations.



TT NAVIGATOR

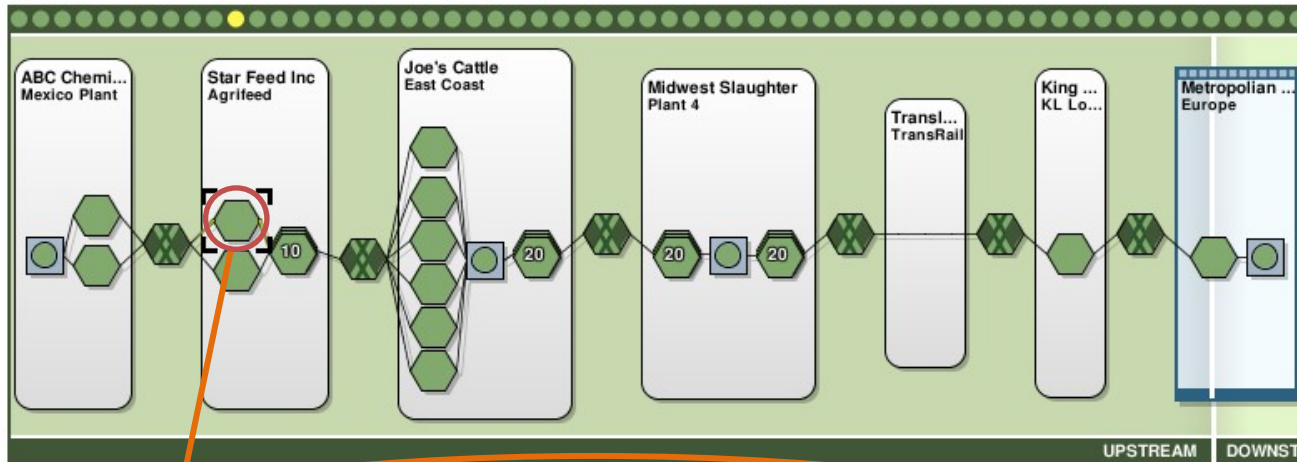
Metropolitan Store
Europe

- Trace & track ▶
- Show graphs ▶
- Data management ▶
- Administration ▶
- My user details ▶
- Help ▶
- Print page
- Logout



Quick search

Global Production Batch Graph [Hide]



Legend Full Size

Trade unit details [Hide]

Id	Type	Created
(01)7080000700981(10)001(21)0007	Raw material	1/1/01 11:00 AM

Properties [Hide]

Property	Value	Property	Value
Certificate analyses	OK	Control analyses	OK
First delivery date	2001-01-02T13:00:00.0Z	Purchasing order no	1006
Raw material name	Vitamins	Raw material number	1006
Supplier id	1006	Supplier name	Vitamins producer
Transport	Truck		

Quantitative labeling criteria

Traceability systems track quantitative details:

- Catch location, time
- Temperature monitoring
- Processing details
- Transportation logistics
- Etc



Applications/ use cases

Saithe: MSC certified
Prawns: FOS and KRAV certified



Hermes – shows the way going forward

Company

- Freezing trawler in the North Sea
- 5000 tons white fish/ year
- 36 employees

Challenge

- Demonstrate regulation compliance
- Streamline operations
- Reduce customer claims

Solution

- Traceability system
- Online information for buyers

Result

- New contracts
- Improved data flow

Documentation accessible

tracetracker 32468.0225A 32468.0225A 0198347-53

TT NAVIGATOR User: Jan Roger Lerbukt

Hermes AS
Hermes M/TR

Trace & track
Show graphs
Data management
Administration
My user details
Help
Print page
Logout

Internal graph [Hide]

Haul Freezer Fish block

← UPSTREAM DOWNSTREAM →

Fish block - 090504260203(21)20 [Hide]

Detail	Value	Reports
Id	090504260203(21)20	Table of dependencies
Type	Fish block	Suppliers and customers
Description	En frossen blokk med fisk. Produktet pakkes og sendes til lager.	Entity property log
Class	Basic	Upstream TUs
Created	4/26/09 8:32 PM	Stations log for batch or tu

Tools

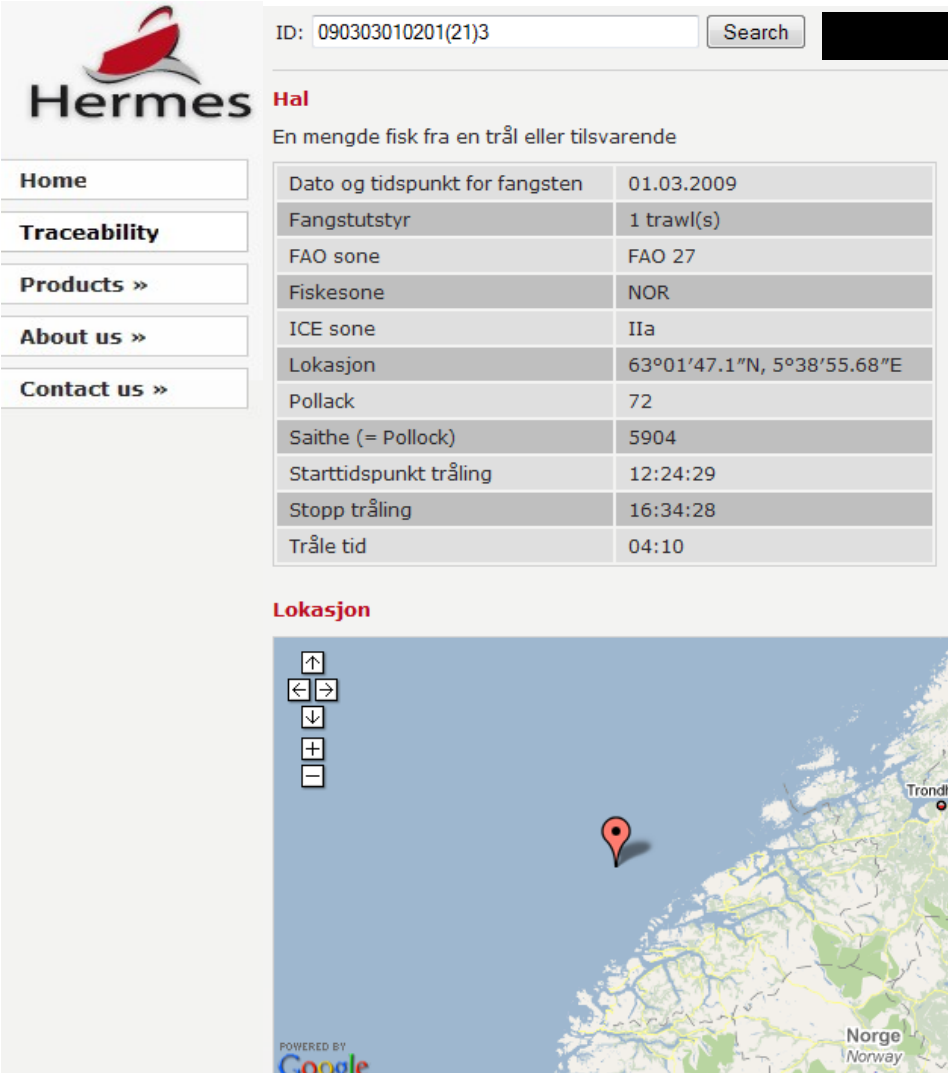
- Audit log
- Data Export

Properties [Hide]

Property	Value	Property	Value
Description	Show	Latin name	Pandalus Borealis
Size Grade	200-300 stk/Kg	Species	Deep-water prawns
Temperature condition	Frozen	Type of unit	G51
Unit ID	7090020610412	Vekt	21 kg

External information sharing

“The
transparent
trawler
without
secrets””



The screenshot displays the Hermes web application interface. On the left is a navigation menu with links: Home, Traceability, Products », About us », and Contact us ». The main content area shows a search bar with the ID '090303010201(21)3' and a 'Search' button. Below the search bar, the title 'Hal' is followed by the text 'En mengde fisk fra en trål eller tilsvarende'. A table lists the following details:

Dato og tidspunkt for fangsten	01.03.2009
Fangstutstyr	1 trawl(s)
FAO sone	FAO 27
Fiskesone	NOR
ICE sone	IIa
Lokasjon	63°01'47.1"N, 5°38'55.68"E
Pollack	72
Saithe (= Pollock)	5904
Starttidspunkt tråling	12:24:29
Stopp tråling	16:34:28
Tråle tid	04:10

Below the table, the section 'Lokasjon' features a map of the Norwegian coast with a red location pin. The map includes navigation controls (arrows, zoom in/out) and is labeled 'POWERED BY Google'. The text 'Norge Norway' is visible at the bottom right of the map area.

www.hermes-as.no



Summary:

- Traceability systems
- Facilitating eco-labeling
 - Trust and transparency
 - Granularity
 - Quantitative labeling criteria
- Use case

tracetracker®

www.tracetracker.com

Geir Myrold

Head of Nordic region

Tel. / Mobile: +47 90 15 44 70

geirm@tracetracker.com